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a customer lead information database having a plurality of customer lead profile records;

a-means for acquiring customer lead information from a customer lead;

a-means for inputting dynamically capturing and responding to the acquired customer lead information into the customer lead information database via at least one of an intranet and an internet through the use of customer lead web pages which interact with, and request data from, a customer lead management server database, populating the data fields of said pages from said server in real-time;

a-means for creating or updating a customer lead profile record based on the inputted customer lead information dynamically captured in real-time;

a-means for qualifying customer leads and determining a customer lead priority utilizing a ranking algorithm or score based on information in the customer lead profile record, such that the results of said ranking can be displayed in real-time within any web page;

a-means for automatically adding the customer lead priority ranking to the customer lead profile record;

a-means for automatically storing the customer lead profile record in the customer lead management information server database; and

a-means for electronically distributing customer lead records and information in real-time, via at least one of an intranet and an internet. an updated customer lead profile record.

2. (Currently Amended) The system according to claim 1, further comprising:  
a-means for automatically electronically notifying at least one designated person when selected portions pre-determined data fields of a selected customer lead profile record changes are changed or are populated, resulting in a change in customer lead priority ranking, or resulting in any other pre-determined triggering event requiring attention by a company representative.

3. (Currently Amended) The system according to claim 2, wherein the means for automatically and electronically notifying at least one designated person when selected portions of a selected customer lead profile record changes comprises a

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means for e-mailing, or other electronic alerting, the at least one designated person in real-time.

4. (Currently Amended) The system according to claim 1, wherein the means for acquiring customer lead information ~~is selected from the group consisting of a customer needs feedback form to be completed by a customer lead and a lead management form to be completed by a company representative~~ comprises one of means for electronically presenting a customer needs feedback form to a customer lead and means for presenting a lead management form to a company representative.

5. (Original) The system according to claim 4, wherein the customer needs feedback form to be completed by a customer lead comprises at least one web page.

6. (Original) The system according to claim 6, wherein the means for inputting the acquired customer lead information comprises a means for entering information into the lead management form.

7. (Currently Amended) The system according to claim 6, wherein the means for inputting the acquired customer lead information comprises ~~a~~ means for entering information into the lead management form.

8. (Original) The system according to claim 7, wherein the means for entering information into the lead management form comprises at least one of: a microcassette recorder; a portable computer with voice recognition software; a digital portable dictation system with voice recognition software, a hand-held electronic input device; a portable computer with network access; a business card scanner; a magnetic card reader; a bar code scanner; an identification card scanner; and a trade show badge scanner.

9. (Currently Amended) The system according to claim 1, wherein the means for determining a customer lead priority ranking comprises ~~a~~ means for analyzing the information in the customer lead profile record for information related to at least one of the customer lead's budget, authority, needs, and timeframe.

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10. (Original) The system according to claim 1, wherein the means for inputting the acquired customer lead information comprises at least one of: a microcassette recorder; a portable computer with voice recognition software; a digital portable dictation system with voice recognition software, a hand-held electronic input device; a portable computer with network access; a business card scanner; a magnetic card reader; a bar code scanner; an identification card scanner; and a trade show badge scanner.

11. (Currently Amended) The system according to claim 1, further comprising:  
a-means for electronically responding to information requests from the customer lead in real-time.

12. (Currently Amended) A system for generating, capturing, and managing customer lead information wherein the improvement comprises comprising:  
a customer lead information database having a plurality of customer lead profile records;  
a-means for acquiring customer lead information from a new customer lead and the means for acquiring customer lead information being selected from the group of database records in real-time, consisting of a customer needs feedback form to be completed by a customer lead and a lead management form to be completed by a company representative, of means for presenting a customer feedback form to a customer lead electronically in real-time and means for presenting a lead management form to a company representative electronically in real-time, the customer needs feedback form comprising at least one web page, the lead management form comprising at least one web page;  
a-means for inputting dynamically capturing and responding to the acquired customer lead information into the customer lead information database via at least one of an intranet and an internet through the use of customer lead web pages which interact with, and request data from, a customer lead management server database, populating the data fields of said pages from said server in real-time;  
a-means for creating or updating a customer lead profile record based on the inputted customer lead information dynamically captured in real-time;

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a-means for qualifying customer leads and determining a customer lead priority utilizing a ranking algorithm or score based on information in the customer lead profile record; such that the results of said ranking can be displayed in real-time within any web page;

a-means for automatically adding the customer lead priority ranking to the customer lead profile record;

a-means for automatically storing the customer lead profile record in the customer lead management information server database; and

a-means for electronically distributing customer lead records and information in real-time, via at least one of an intranet and an internet; an updated customer lead profile record; and

a-means for automatically electronically notifying at least one designated person when selected portions pre-determined data fields of a selected customer lead profile record changes are changed or are populated, resulting in a change in customer lead priority ranking, or resulting in any other pre-determined triggering event requiring attention by a company representative.

13. (Original) The system according to claim 12, wherein the means for inputting the acquired customer lead information comprises at least one of: a microcassette recorder; a portable computer with voice recognition software; a digital portable dictation system with voice recognition software, a hand-held electronic input device; a portable computer with network access; a business card scanner; a magnetic card reader; a bar code scanner; an identification card scanner; and a trade show badge scanner.

14. (Currently Amended) The system according to claim 12, wherein the means for automatically and electronically notifying at least one designated person comprises means for e-mailing, or other electronic alerting, the at least one designated person in real-time.

15. (Currently Amended) The system according to claim 12, wherein the means for determining a customer lead priority ranking comprises a-means for analyzing the

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information in the customer lead profile record for information related to at least one of the customer lead's budget, authority, needs, and timeframe.

16. (Currently Amended) A method for generating, capturing, and managing customer lead information wherein the improvement comprises ~~comprising~~ the steps of:  
providing a customer lead information database having a plurality of customer lead profile records;

~~a-~~means for acquiring customer lead information from a new customer lead and the means for acquiring customer lead information being selected from the group of database records in real-time, consisting of a customer needs feedback form to be completed by a customer lead and a lead management form to be completed by a company representative, of means for presenting a customer feedback form to a  
customer lead electronically in real-time and means for presenting a lead management form to a company representative electronically in real-time, the customer needs feedback form comprising at least one web page, the lead management form comprising at least one web page;

~~inputting the acquired customer lead information into the customer lead information database~~ dynamically capturing and responding to acquired customer lead information via at least one of an intranet and an internet through the use of customer lead web pages which interact with, and request data from, a customer lead management server database, populating the data fields of web pages from the web server in real-time;

~~creating or updating a customer lead profile record based on the inputted customer lead information~~ customer lead information dynamically captured in real-time;

determining a customer lead priority utilizing a ranking algorithm or score based on information in the customer lead profile record, so that the ranking or score results can be displayed in real-time within any web page;

automatically adding the customer lead priority ranking to the customer lead profile record;

automatically storing the customer lead profile record in the customer lead ~~information management server database;~~ and

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electronically distributing via at least one of an intranet or an internet, customer lead records and information in real-time, an updated customer lead profile record.

17. (Currently Amended) The method according to claim 16, further comprising: automatically and electronically notifying at least one designated person when selected portions pre-determined data fields of a selected customer lead profile record changes are changed or are populated, resulting in a change in customer lead priority ranking, or resulting in any other pre-determined triggering event requiring attention of a company representative.

18. (Original) The method according to claim 16, further comprising:  
Notifying at least one designated person when selected portions of a selected customer lead profile record changes.

19. (Original) The method according to claim 18, wherein the step of entering information into a lead management form comprises at least one of:  
recording customer lead information with a microcassette recorder;  
recording customer lead information with a portable computer having voice recognition software;  
recording customer lead information with a digital portable dictation system having voice recognition software;  
entering customer lead information on a hand-held electronic input device;  
entering customer lead information on a portable computer with network access;  
scanning customer lead information with a business card scanner;  
scanning customer lead information with a magnetic card reader;  
scanning customer lead information with a bar code scanner;  
scanning customer lead information with an identification card scanner; and  
scanning customer lead information with a trade show badge scanner.

20. (Currently Amended) The method according to claim 4216, wherein the step of determining the customer lead priority ranking comprises:

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selecting at least one of customer budget related, authority related, needs related, and timing related information from the customer lead information; and analyzing the selected information.